ORDER

Orders Order / Rev: 47032 9782001 /Brad Alt Order #: AMER FOR PROSPERITY Product Desc: WHP-TV CBS21 478 Estimate: 08/28/12 - 09/03/12 Flight Dates: Primary AE: Millennium Washington DC **MNAT** Original Date / Rev: 08/03/12 / 08/15/12 Sales Office: Order Type: **GENERAL** Sales Region: National **Mentzer Media Services** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 600 Fairmount Ave Billing Cycle: EOM/EOC Towson, MD 21286 Agency Commission: 15% Advertiser **Americans for Prosperity** Name: A50+ Demographic: New Business Thru: **Product Codes:** Issues/Propositions Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Revenue Codes: AGY, POL-ISS, GEN Agency External ID: Bill Plan **Totals**

Millennium Washington DC

End Date

Start Date

08/27/12	09/03/12	32	\$18,325.00	\$15,576.25	September 2012	32	\$18,325.00	\$15,576.25	
					Totals	32	\$18,325.00	\$15,576.25	
Account Exec	cutives								
Account Execu	utive	Sales Office	Sales Region	Start Date / E	nd Date	Order %			

Start Of Order - End Of Order

Month

September 2012

Spots

100%

32

Gross Amount

\$18,325.00

Net Amount

\$15,576.25

Rating

0.00

0.00

Net Amount

Order Share	Share	Total
WHP-TV CBS21	27%	\$18,325.00
Market	100%	\$67,870.37

Spots

Gross Amount

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$35,292.59
WHTM	10%	\$6,787.04
WLYH	0%	\$0.00
WPMT	11%	\$7,465.74

Ln C	h S	Start	End	Inventory Code	e Break	Start/End	l Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 W	/HP 08	3/28/12	2 08/31/12	M-F 5p-530p Ne	ws CM	5p-530p	- TWTF	:30	3	\$200.00 P-1	0.00 NM	3	\$600.00
				CBS 21 News a	t 5p								
	Start D)ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	k: 08/27/	12	09/02/12	- TWTF	3	\$200.00	0.00						
E 2 W	/HP 08	3/28/12	2 08/31/12	M-F 530p-6p Ne	ws CM	530p-6p	- TWTF	:30	3	\$200.00 P-1	0.00 NM	3	\$600.00
				CBS 21 News a	t 530p								
	Start D)ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	k: 08/27/	12	09/02/12	- TWTF	3	\$200.00	0.00						
E 3 W	/HP 08	3/28/12	2 08/31/12	M-F 6p-630p Ne	ws CM	6p-630p	- TWTF	:30	3	\$250.00 P-1	0.00 NM	3	\$750.00
				CBS 21 News a	t 6p								
	Start D)ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	k: 08/27/	12	09/02/12	- TWTF	3	\$250.00	0.00						

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Order / Rev: 47032 Advertiser: Americans for Prosperity

Alt Order #: 9782001 /Brad Product Desc: AMER FOR PROSPERITY WHP-TV CBS21

Flight Dates: 08/28/12 - 09/03/12 Estimate: 478

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 4 WHP	08/28/1	2 08/31/12	M-F 7p-730p M-F 7p-730p	СМ	7p-730p	- TWTF	:30	2 \$950.00 P-1	0.00 NM	2	\$1,900.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays - TWTF	Spots/Week 2	Rate \$950.00	Rating 0.00					
E 5 WHP	08/28/1	2 08/31/12	M-F 730p-8p M-F 730p-8p	СМ	730p-8p	- TWTF	:30	3 \$1,000.00 P-1	0.00 NM	3	\$3,000.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays - TWΓF	Spots/Week 3	Rate \$1,000.00	Rating 0.00					
E 6 WHP	08/28/1	2 08/31/12	M-F 11p-1135p N CBS 21 News at		11p-1135p	- TWTF	:30	3 \$300.00 P-1	0.00 NM	3	\$900.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays - TWTF	Spots/Week 3	Rate \$300.00	Rating 0.00					
E 7 WHP	08/30/1	2 08/30/12	NFL PRS Game		Various	T	:30	1 \$2,000.00 P-1	0.00 NM	1	\$2,000.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	<u>Weekdays</u> T	Spots/Week	Rate \$2,000.00	Rating 0.00					
		2 08/31/12	Fri Reg 2 Fri 9p-10p	СМ	9p-10p	F	:30	2 \$1,250.00 P-1	0.00 NM	2	\$2,500.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays F	Spots/Week 2	Rate \$1,250.00	Rating 0.00					
E 9 WHP	09/01/1	2 09/01/12	Sa 7p-730p Sa 7p-730p	СМ	7p-730p	S-	:30	1 \$250.00 P-1	0.00 NM	1	\$250.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays S-	Spots/Week 1	Rate \$250.00	Rating 0.00					
E10 WHP	09/01/1	2 09/01/12	Sa 730p-8p Sa 730p-8p	СМ	730p-8p	S-	:30	1 \$250.00 P-1	0.00 NM	1	\$250.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00					
E11 WHP	09/01/1	2 09/01/12	Sat Reg 2 Sat 9p-10p	СМ	9p-10p	S-	:30	1 \$500.00 P-1	0.00 NM	1	\$500.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00					
E12 WHP	09/02/1	2 09/02/12	CBS Sun Morning		9a-1030a	S	:30	1 \$300.00 P-1	0.00 NM	1	\$300.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays S	Spots/Week 1	Rate \$300.00	Rating 0.00					
E13 WHP	09/02/1	2 09/02/12	Face the Nation Face the Nation	СМ	1030a-1130a	S	:30	1 \$225.00 P-1	0.00 NM	1	\$225.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays S	Spots/Week	Rate \$225.00	Rating 0.00					
		2 09/02/12	Sun Reg 1 Sun 7p-8p	СМ	7p-8p	S	:30	1 \$1,650.00 P-1	0.00 NM	1	\$1,650.00
Start Week: 08/2	Date 7/12	End Date 09/02/12	Weekdays	Spots/Week	Rate \$1,650.00	Rating 0.00					
			M-F 5p-530p Nev CBS 21 News at	vs CM	5p-530p	M	:30	1 \$200.00 P-1	0.00 NM	0	\$0.00
Start Week: 09/0	Date	End Date 09/09/12	Weekdays M	Spots/Week	Rate \$200.00	Rating 0.00					
Spot Ch [Date Ra	nge D	escription 1-F 5p-530p News	<u>Star</u> 5p-5	/End Time	<u>w</u>	eekdays I	<u>ength</u> <u>Rate</u>	Rtg Type		
See	<i>MG 16.</i> gram Cl	2,16.3	op ooop wows	op 0	~~ r	W		.σσ (φεσσ.σσ)	3.33 14101		
			M-F 530p-6p Nev CBS 21 News at		530p-6p	M	:30	1 \$200.00 P-1	0.00 NM	2	\$400.00
Start Week: 09/0	Date 3/12	End Date 09/09/12	Weekdays M	Spots/Week 1	Rate \$200.00	Rating 0.00					

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Alt Order #: 9782001 /Brad Product Desc: AMER FOR PROSPERITY WHP-TV CBS21

Flight Dates: 08/28/12 - 09/03/12 Estimate: 478

Ln Ch Start En	d Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 16 WHP 09/03/12 09/0	03/12 M-F 530p-6p News	CM	530p-6p	M	- :30 1	\$200.00 P-1	0.00 NM	2	\$400.00
	CBS 21 News at 530	þ							
Start Date End		ots/Week	Rate	Rating					
Week: 09/03/12 09/09	·· ·=	1 Ctort	\$200.00	0.00	Weekdeye I	anath Data	Dta Tuna		
Spot Ch Date Range 1 WHP 09/03/12-09/09	<u>Description</u> 9/12 M-F 530p-6p News	530p	E/End Time		Weekdays L	ength <u>Rate</u> :30 (\$200.00)	Rtg Type 0.00 NM		
See MG 16.2.16.3	• •	330p)- 0р		IVI	.30 (ψ200.00)	0.00 14141		
[Program Change]									
	3/12 M-F 11p-1135p News				M	:30 \$300.00	0.00 NM		
→ MG for 15.1,16.1									
[MG within Flight]									
3 WHP 09/03/12-09/03	3/12 CBS This Morning				M	:30 \$100.00	0.00 NM		
MG for 15.1,16.1									
[MG within Flight]									
E17 WHP 09/03/12 09/0	03/12 M-F 6p-630p News	CM	6p-630p	M	- :30 1	\$250.00 P-1	0.00 NM	1	\$250.00
Otant Data - Final	CBS 21 News at 6p	-4- // //1-	Data	Datina					
Start Date End Week: 09/03/12 09/09		ots/Week	Rate \$250.00	Rating 0.00					
E 18 WHP 09/03/12 09/0	J/12 112	CM	7p-730p	M	- :30 1	\$950.00 P-1	0.00 NM	1	\$950.00
E 10 WIII 09/03/12 09/0	M-F 7p-730p	Civi	7 p-7 30p	141	.50	ψ930.001 -1	O.OO INIVI	'	ψ930.00
Start Date End		ots/Week	Rate	Rating					
Week: 09/03/12 09/09		1	\$950.00	0.00					
E19 WHP 09/03/12 09/0	03/12 M-F 730p-8p	СМ	730p-8p	M	- :30 1	\$1,000.00 P-1	0.00 NM	1	\$1,000.00
	M-F 730p-8p								
Start Date End	Date Weekdays Sp	ots/Week	Rate	Rating					
Week: 09/03/12 09/09	9/12 M	1	\$1,000.00	0.00					
E 20 WHP 09/03/12 09/0		CM	11p-1135p	M	- :30 1	\$300.00 P-1	0.00 NM	1	\$300.00
	CBS 21 News at 11p								
Start Date End		ots/Week	Rate	Rating					
Week: 09/03/12 09/09	9/12 M	1	\$300.00	0.00					
							Totals	32	\$18,325.00